



## SmartDrive Camera Series: How To Not Be Famous

### Distracted Driving

There are three types of distracted driving a driver can face while operating his or her vehicle—visual, manual, cognitive. Below is why they are all coaching items for triggered events on the SmartDrive system.

- **According to the National Highway Traffic Safety Administration (NHTSA), these three types of distracted driving claimed 3,477 lives in 2015 alone.**

#### **Visual Distractions**

- Visual distractions are those that cause the driver to take his or her eyes off the road. A prime example would be texting while driving, which the [FMCSA banned in October 2010](#).
- Looking at a single object too long, such as an accident scene or another vehicle, is also a visual distraction. **(Keep Your Eyes Moving (Key 3) can help avoid this!)**

#### **Manual Distractions**

- A manual distraction is one that causes the driver to take his or her hands off the wheel. In addition to texting, an example of a manual distraction would be adjusting the radio or a GPS device, even eating or drinking.
- Eating foods or drinks that block some or all of your vision are also great examples.
- Holding a mobile phone in your hand, even when used as a GPS device, is a violation of company policy and law.
- **Fines and penalties for using a hand-held phone while operating a CMV are the same as those assessed for texting and driving. Additionally, penalties can be up to \$2,750 for the driver and up to \$11,000 the employer.**

#### **Cognitive Distractions**

- When a driver takes his or her mind off driving, they are cognitively distracted. Talking on the phone, even if it's hands-free, and daydreaming are examples of a cognitive distraction.
- Failing to get the proper rest prior to your trip can also be a cognitive distraction, as it is harder for you to focus.

**Focus-** On not being distracted while driving. This includes excessive eating or drinking, radios, and also GPS devices.

**Anticipate-** Changes in radio station reception along your route, as well as meal break locations.

**Correct-** **Plan Ahead.** Input GPS data and radio stations prior to driving to avoid unnecessarily being distracted.

- Put devices out of reach while driving to avoid the temptation of distraction.
- Eat while parked whenever possible.
- Consider using a straw for drinks to avoid liquid containers blocking your view while drinking.

**Talk-** Who do you know that would be affected if you didn't come home safely or at all...?